



You too can 'Swing for the Fences' with your Marketing!

"Instant Marketing & Life Strategies for Busy, Frustrated And Time Challenged, Consultants, Coaches, Elite Service Professionals & Business Entrepreneurs"

## Swinging For The Fences Coaching Newsletter

There really is HOT NEWS you can use to make your life & business... SOAR!

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### The Ghastly New Year's Resolution and The Quick Fix Idiocy Infecting Good People's Brains

In case you've not picked up on it, the New Years Resolution circus has all but faded for many. The entertainment parade has packed up and gone into hiding. Ready to pounce in a years time.

New years resolutions are a gimmicky way for someone to feel good *albeit temporarily*, about their year ahead.

It's similar to the couple who give each other hugs, kisses and a bounce on the couch on Valentines Day, but for the rest of the year, really don't generate similar behaviours and feelings like they know they should.

Creating quick fix goals do nothing more than stifle, clog up and cause the goal creator, to go in hiding within themselves.

See, there's nothing more damaging to a person's self image and self-esteem than *not* doing what it is they say they want to do.

Bit by bit, the self erosion happens until pretty soon the 'goal setter' has "failure", stamped at the very core of their existence. And, with daily commitments and tasks getting washed away like it doesn't...

*(continued next column)*

# January 2008

### JANUARY'S INSIGHTS

**We possess such immense resources of power that pessimism is a laughable absurdity**

*Colin Wilson*

... matter, there's the Disneyland thinking that those *missed daily goals and daily accomplishments* will be revisited another day. Of course, we all know the story with that.

Those who seriously want to change, need start at the core premise that, "**Things don't change, I have to change!**" For only then do the real wheels of endeavour and action start its magical motion.

If you're really hooked on the idea of New Year's Resolutions, why not take it a step further and start the whole process the prior December or, the following February? Not only will you NOT get ambushed by the 'fad of the year', but you'll have an enormous appetite to make sure you follow through with the change you want. And that's because there's no false reason, no admission to others to live up to when they ask you, "So, tell me, how you doing with your New Year's Resolutions?"

As it's now two thirds of the way into the first month of the year, let me suggest that you set yourself such a HUGE goal for the coming year, one that gives you the shudders and causes a frenzy of excitement inside of you just thinking about it.

The reason for setting such a huge goal is not necessarily the *thing* that you reach, it's what skills, habits and characteristics you'll develop along the way to your BIG GOAL!

# The Lighter Side of Living

**Watch what you say in your ads! Here are a few that didn't communicate exactly what the advertiser hoped they would:**

Lost: small apricot poodle.  
Reward. Neutered. Like one of the family.

**A superb and inexpensive restaurant. Fine food expertly served by waitresses in appetising forms.**

Dinner Special -- Turkey £9.35;  
Chicken or Beef £7.25; Children  
£5.00.

**For sale: an antique desk suitable for lady with thick legs and large drawers.**

Four-poster bed, 101 years old.  
Perfect for antique lover.

## Have You Subscribed Yet?

I'm not sure if you've picked up this newsletter because you've subscribed, or you've been handed this by someone you know. Or, even if you've stumbled on it by sheer coincidence. Wouldn't you like to receive this newsletter on a monthly basis direct to your own letter box or email inbox? Not only that, you'll also receive a weekly e-Missile containing a powerful life changing message. All you need do to get your own copy is send a blank email to [s4tfences@aweber.com](mailto:s4tfences@aweber.com) Or, you can go to <http://RajaHireker.com/newsletter.html> and get even more information. *Thank You.*

## Marketing Apples, The Way to A Fortune!

A young man asked a rich old man how he made his money.

The old guy ran his knobbly fingers through his expensive wool vest and said, "Well, son, I was living in the US at the time and it was 1932. The depth of the Great depression. I was down to my last nickel. Marketing was the key to my success."

"I invested that nickel in an apple. I spent the entire day polishing the apple and, at the end of the day, I sold the apple for ten cents"

"The next morning, I invested that ten cents in two apples. I spent the entire day polishing them and sold them at 5:00 pm for 20 cents. I continued this system for a month, by the end of which I'd accumulated a fortune of \$9.80."

"Then my wife's father died over in UK and left us two-million quid!"

## Your Horoscope

**ARIES:** Interrupt and send packing, all those naysayers whom you know want to drag you down and want to make sure you go nowhere different than them.

**TAURUS:** Opportunities will come at you at a million miles an hour and you will be ready for them and you treat them all as lucrative challenges.

**GEMINI:** Don't worry about being happy and think that you are being selfish in the process. There's no need to live a life where you're not happy and where you are continually at the beck and call of others.

**CANCER:** It's time for you to take a walk on the wild side. You've been closeted and cooped up for far too long. The real you is itching to emerge, triumphant.

**LEO:** Every cloud has a silver lining for you and that every seeming adversity you encounter, will not only be profitable, it'll set you on a new, rewarding career.

**VIRGO** Your motivation for living life will continue to astound others. They won't believe it's the same you. You can't quite put your finger on it apart from knowing that all you achieve, you've thought it first in your imagination.

**LIBRA:** An old friend comes into your life and your fortune starts a dramatic turn upwards.

**SCORPIO:** The sheer force of your personality and warm nature will shine through to others whom you've had difficulty influencing.

**SAGITTARIUS:** You will read and read and read like you've never read before. People can't understand your appetite for books and it will lead to a career change of enormous proportions.

**CAPRICORN:** The fire that's simmering in your mind is ready to explode. There's an abundance of riches you're ready to share with the world and the time is NOW.

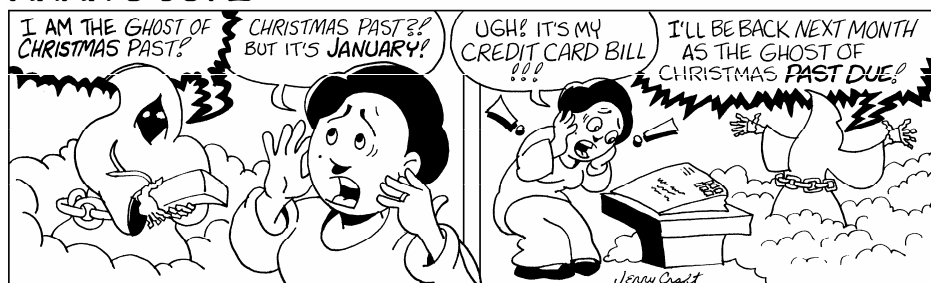
**AQUARIUS:** The manual you've tossed away thinking you'll get to it another day, has arrived. You will see that the wisdom contained in that publication will lead you to an alarmingly prosperous life

**PISCES:** you will breeze through any and all exams, tests, interviews you engage in this month and you will think nothing of it. It's all predicted.

**MAMA'S BOYZ**

[WWW.MAMASBOYZ.COM](http://WWW.MAMASBOYZ.COM)

**JERRY CRAFT**



# Marketing & Life Strategy Corner

## Connecting to Your Customers & Prospects is Simply a Matter of...

(I've invested hundreds and hundreds of hours, spent tens of thousands of pounds, flown thousands of miles, gone through dozens and dozens of books, manuals, periodicals on this very material – you really should be taking notes like your business life depended on it (and, it does) and... you should be putting this section into profitable action... *immediately!*)

You'll notice that when you're having normal conversations, there are certain words in the English language that *connects, joins, bridges*, one sentence, with another.

And, if you'll pay careful attention, you'll notice I've already used a few of them in this article.

Yes, that's right.

But you know what; I bet you think I'm lying, don't you?

Well, let me tell you that nothing could be further from the truth.

You see, not only will you benefit enormously from pocketing this fabulous copywriting skill for your own use, but you'll also be able to charge others a pretty packet by simply teaching them this skill.

However, before you get to that stage, let me hand you a number of these connector words that make your writing as smooth as silk to read and have your readers gasping for more.

*You okay with that?*

Fabulous. So, let's get right into a few words, and phrases that you really should be using if you're looking for maximum attention from your audience.

You ready? Here we go...

*And like I said... anyhow... believe it or not... but first... by the way... don't get me wrong... frankly... here are the details... how do I know... in addition to that... just think about it... not many know it but... now let's suppose... on the other hand... quite simply... please remember this... that means... the fact is... what's the catch... why am I doing this... you see...*

So please, start filtering the above into your writing and you'll soon note a vast difference; not only in your quality of writing, but in the response from your audience.

## Client of The Month

I'm going to refer to this month's **client of the month** as Mary. Mary has a line of Olympians in her family and has a get many connections in the sporting and modelling world. Only a few of them know of her business venture.

Mary came to me as a referral from a long time friend. She is promoting products and services in the health and beauty market.

She has so far, made minimal sales from the efforts of a previous marketer and copywriter.

As I looked over her previous sales material, I could see the enormous limitations put on her earnings, because of the advice and strategy of her previous help. Here's how I'm fixing things -

I've not only structured her marketing documents with compelling copy, but I've added an irresistible offer, a fabulous guarantee, a basic and deluxe version of her product, a way to capture email addresses, a route where existing customers can be put into a continuity programme thus giving her ongoing regular monthly income, have raised her prices, have positioned her as a personality/celebrity in her market place, have created affiliate links for various products and services she does not provide... and a whole lot more.

**Think wisely how you invest your marketing money. Not all help and advice... is the same!**

## **Like to Know How Good Copywriting Gets Written?**

**Then why not get a FREE 7-Part Killer Copywriting Course by email? All you have to do is send a blank email to: [KillerAdCourse@aweber.com](mailto:KillerAdCourse@aweber.com)**

## **NEW!! A Marketing and Life Change Coaching Mix**

I've consistently been asked if I have any coaching programmes going on to do with marketing, personal development and public speaking.

And this has come about from those who have either heard me give a presentation, read my materials, or have had someone tell them about me.

Well, I'm happy to announce a programme that's pretty unique and contains a ton of unorthodox, unusual and delightfully fun elements to do with getting seriously good marketing working for you, as well as creating a new and powerful you.

Of course, this isn't for everyone. It's for those who know they need guidance and coaching on certain aspects of their business and professional lives.

If you go to the following website, you'll see all you need to know. <http://MarketingandLifeChangeCoaching.com>

However, saying that, there's an accompanying book that I am writing and will be published within a months time, if not sooner, called "**Who Punctured Your Business Dream?**" *Let's get them whilst they're still living in the neighbourhood...*

I don't know *where* you currently are in your life but if you feel you would like to talk about the information in the website above, please contact me via email on the following:

[hireker@bopenworld.com](mailto:hireker@bopenworld.com)

I'm excited about this venture and I'm sure that if you would like your business and personal life to fly a lot higher, do get in touch. **RCH**

# Wait... There's More on The Back Page!

## It Could Be the Three Most Dangerous Words in Your Personal Dictionary - *Just be Yourself...* AND They Could be The Most Powerful

If you know that something would be good for another person, either – *a plan, a system, a programme, a book, a course, etc* – then does it make much sense for them to ***just be themselves*** when you know they have *poor discipline, caustic language, appalling behaviour*?

No, of course it doesn't make sense. And, just like in the example above, when you know there's something *you need to change*, it'll never be adopted or be true for you, if you *just be yourself*.

In order for an inner revolution, for external transformation to take place, we can no longer *be ourselves*. We can no longer be the person we think we are. We need to be the person we know we were, when we had pure abundant joy, an inner beauty and glow that had us living our best life.

Now, for most of us, it was the time of childhood where we experienced that powerful passionate joy that burst our world right open. We'd never known anything like it.

***We were superheroes, rock stars, sports icons, tv personalities, you name who we wanted to be, we were it and we didn't care two hoots who said what, we were just flying into wonderland.***

For most, it stops right there, on the fringes of childhood and us finding our minds, finding our critical voices, and listening and absorbing the critical and sometimes venomous tongues of others.

Yes. If only we could *'just be ourselves'* like when we lived in the land of make believe and spontaneity, we'd live infinitely happier and more productive lives.

But look, we CAN be just like we were. We *can* find that pure abundant joy that's hiding in the closet that's simply waiting for us to release it from the darkness.

*How do we do that?* Well, quite simply, you find authentic joy in your everyday existence, in your everyday communication, in your everyday actions and activities.

Life is nothing more than a moment by moment thought. Ask yourself this question until it becomes a normal part of your language – ***What can I do to make my present moment, a powerful joy?*** Once you engage in this momentary simplicity, beautiful, joyous things will begin showing up in your life. You will gain a naturalness about who you are and you'll soon think you're a child again, which of course, is the kind of spirit to have, *don't you think?*

## ***Is There Anything You'd Like to Use?***

If you're looking for content for your own newsletters, websites, blogs, emails, articles, reports... and see that there may be something in this publication that you'd like to use, then please get in touch with me.

Alternatively, please feel free to use any material you find relevant, timely and important which you'd like to share with your own clients' customers and prospects so long as you keep my details as the author, & my contact details intact at the end of the piece you'd like to use. Thanks.

## January's Closing Thoughts...

We can either embrace life and enjoy what we can from it, or, *we can blame, complain and fuss about how life isn't fair, how it's conspiring against us, how we're always at wrong end of things, how luck has shunned us and favoured others, how the government is grinding us down, how our customers are all cheapskates, how our relationships have gone to the dogs, how no one really loves us, how the neighbourhood is just a sick place to live, how our car is just so unreliable, how the business deal went sour, how disgustingly rich those other people are, how idiotic the public transport system is...*

Quite frankly, life *ends* for us all. We can either live our time on this planet by using our minds to best effect, or for viral mental destruction. It's just a matter of choice. Nothing more. ***RCH***